

VARKEY K. TITUS JR.

College of Business
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EDUCATION

Ph.D. Indiana University, Kelley School of Business
Strategic Management and Organizational Theory (major)/
Entrepreneurship (minor)

M.B.A. University of Texas at Arlington
Major: Management

B.B.A. Baylor University, Hankamer School of Business
Major: Management

ACADEMIC POSITIONS

Amy and J.E. Van Horne Jr. Chair - College of Business, University of Nebraska - Lincoln **2023 - Present**

Associate Professor - College of Business, University of Nebraska - Lincoln **2020 - Present**

Assistant Professor - College of Business, University of Nebraska - Lincoln **2012 - 2020**

PUBLISHED RESEARCH

Titus, V, O'Brien, J, Parker, ON, Aumueller, C. When the spotlight burns: Gender bias in the public perception of entrepreneurs. Accepted for publication at **Business and Society**.

Parker, ON, Short, C, Titus, V, Gong, K., Nahm, P. Accentuate the positive? Strategic negativity amid the hazard of high expectations. Accepted for publication at the **Strategic Management Journal**.

Titus, V., Mbaraonye, I., Abdurakhmonov, M, Parker, ON. Avoiding the ties that bind: Entrepreneurial orientation and the creative constraint of corporate political activity. Forthcoming at the **Journal of Management**.

Bass, AE, Pfarrer, M, Milosevic, I, Titus, VK. 2023. Better to be loved by some? Firm flaunting as an impression management strategy. **Academy of Management Review**, 48(2): 292-312.

Mui, R, Parker, ON, Titus, VK. 2022. Merit versus maleness: How strategic positioning can mitigate external gender bias. **Business Horizons**, 65(4): 427-436.

Titus, VK, Pieper, J, Josefy, M, Welbourne, TM. 2022. How does your garden grow? The interface of employee and sales growth post IPO. **Strategic Entrepreneurship Journal**, 16(4): 671-698.

Titus, VK, O'Brien, J, Dixit, J. 2022. Does performance breed slack? Ownership as a contingency to the performance feedback and slack relationship. *Journal of Management*, 48(5): 1270-1298.

Parker, O., Gong, K., Mui, R., Titus, V., Du, J., & Kwarteng, G. 2021. Order matters: How altering the sequence of performance events shapes perceived quality formation. *Journal of Business Research*, 126: 48-63.

Titus, VK, Parker, ON, Covin, JG. 2020. Organizational aspirations and external venturing: The contingency of entrepreneurial orientation. *Entrepreneurship Theory & Practice*, 44(4): 645-670.

Parker, ON, Mui, R., Titus, VK. 2020. Unwelcome voices: The gender bias-mitigating potential of unconventionality. *Strategic Management Journal*, 41(4): 738-757.

Titus, VK, Anderson, BS. 2018. Firm structure and environment as contingencies to the corporate venture capital - firm value relationship. *Entrepreneurship Theory & Practice*, 42(3): 498-522.

- Ranked as one of the 10 most downloaded articles in 2018 in *Entrepreneurship Theory & Practice*.

Titus, VK, Parker, ON, Bass, AE. 2018. Ripping off the Band-Aid: Scrutiny-bundling in the wake of social disapproval. *Academy of Management Journal*, 61(2): 637-660.

Titus, VK, House, JM, Covin, JG. 2017. The role of exploration in external corporate venturing activity. *Journal of Management*, 43(5): 1609 –1630.

Mueller, BA, Titus, VK, Covin, JG, and Slevin, DP. 2012. Pioneering orientation and firm growth: Knowing when and to what degree pioneering makes sense. *Journal of Management*, 38(5): 1517-1549.

Titus, VK, Covin, JG, and Slevin, DP. 2011. Aligning strategic processes in pursuit of firm growth. *Journal of Business Research*, 64(5): 446-453.

INVITED CONTRIBUTIONS

Titus, V., Mbaraonye, I. 2023. Blame: Stakeholder judgments that impact organizations and entrepreneurs. *Oxford Research Encyclopedia of Business and Management* (peer reviewed).

Titus, V. 2024. Corporate Venture Capital: Parent Firm Value Relationship. In: Cumming, D., Hammer, B. (eds) *The Palgrave Encyclopedia of Private Equity*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-38738-9_190-1

PAPERS UNDER REVIEW

Mui, R, Parker, ON, Titus, VK. Title withheld – manuscript on organizational history. Under review at the Journal of Management.

Mbaraonye, I, Cavanaugh, J., Titus, V. Title withheld – manuscript on CPA. Under review at Entrepreneurship Theory & Practice.

Cavanaugh, J., Barlow, M., Titus, V. Title withheld – manuscript on SME interactions. Under review at the Journal of Business Venturing.

WORKING PAPERS

Mbaraonye, I, Titus V, Messersmith, J. Title withheld – manuscript on CEO gender and media coverage.

Mbaraonye, I., Hanna, H., Titus, V. Title withheld – manuscript on family dynamics and entrepreneurial opportunity pursuit.

Josefy, M., Titus, V., Pieper, J., Messersmith, J. Title withheld – manuscript on IPOs.

Mbaraonye, I., Abdurakhmonov, M, Titus, VK. Title withheld – manuscript on CPA.

Titus, V., Campbell, R., Mbaraonye, I. Title withheld – manuscript on blame.

Titus, V., Leavitt, K. Title withheld – manuscript on epistemology and philosophy of science issues in Management.

Mbaraonye, I., Leavitt, K., Titus, V., Zhu, L. Title withheld – manuscript on moral judgments of entrepreneurs.

INVITED PRESENTATIONS

Invited guest speaker at the Kutak Ethics Center at UNL **Spring 2022**

Invited guest in Entrepreneurship PhD seminar at University of Louisville **Spring 2022 & 2023**

Guest in Strategic Management PhD seminar at Oklahoma State University **Fall 2018**

Research presentation at University of Missouri, Kansas City. **Fall 2017**

CONFERENCE PRESENTATIONS AND SYMPOSIUM

Mbaraonye, I., Abdurakhmonov, M, Titus, VK. Speak softly and use a big stick: Decoupling symbolic and substantive aggressiveness. Presented at the 2023 Academy of Management Conference.

Josefy, M., Messersmith, J., Pieper, J., Titus, V. (authors listed alphabetically). Imprinting at IPO and subsequent downsizing decisions. Presented at the 2023 Babson College Entrepreneurship Research Conference, Knoxville, TN.

Titus, V., Mbaraonye, I., Abdurakhmonov, M, Parker, ON. Avoiding the ties that bind: Entrepreneurial orientation and the creative constraint of corporate political activity. Presented at the 2022 Academy of Management Conference.

Mbaraonye, I., Leavitt, K., Titus, V., Zhu, L. Monetizing the sacred or getting your due? Taboo-tradeoffs and moral judgements of entrepreneurs. Presented at the 2022 Babson College Entrepreneurship Research Conference, Waco, TX.

Titus, V., Yu, J. A finger in every pie: The creative potential of role multiplicity. Presented at the 2022 Babson College Entrepreneurship Research Conference, Waco, TX.

Mui, R., Parker, ON, Titus, VK. Walking the Talk: Public Historical Rhetoric, Traditions, and External Stakeholder Perceptions. ***Selected for Best Paper Proceedings***. Presented at the 2021 Academy of Management Conference.

Mbaraonye, I., Hanna, A., Titus, VK. What about my family? The role of negative family feedback in entrepreneurial opportunity evaluation. Presented at the 2021 Academy of Management Conference.

Titus, VK, O'Brien, J, Parker, ON. Managerial cognitions in the wake of underperformance. Presented in the virtual 2020 Academy of Management Conference.

Mbaraonye, I., Titus, V., Abdurakhmonov, M. The role of organizational learning orientation on corporate political activity. Presented in the virtual 2020 Academy of Management Conference.

- Also presented at the 2019 Midwest Academy of Management Conference, Omaha, NE.

Parker, ON, Short, C, Titus, VK, Nahm, P. Hold your horses: Negative anticipatory impression management and its motivations. Presented in the virtual 2020 Academy of Management Conference.

- Also presented at the 2019 Strategic Management Society Conference, Minneapolis, MN.
- To be presented at the 2021 Southern Management Association Annual Meeting, New Orleans, LA.

Titus, V., Mbaraonye, I., Abdurakhmonov, M. Removing the rose-tinted glasses: Entrepreneurial orientation and corporate political activity. Accepted for presentation at the 2020 Babson College Entrepreneurship Research Conference, Knoxville, TN. Conference canceled due to Coronavirus.

Titus, V., Barlow, M., Parker, O., Verhaal, C. Playing off the beat: Optimal distinctiveness, entrainment, and stakeholder judgements. Accepted for presentation at the 2020 Babson College Entrepreneurship Research Conference, Knoxville, TN. Conference canceled due to Coronavirus.

Parker, O., Titus, V., Mui, R, Gong, K., Du, J. Order Matters: The Influence of Performance Sequences in Reputation for Quality Formation. Presented at the 2019 Strategic Management Society Conference, Minneapolis, MN.

Mui, R., Parker, ON., Titus, VK. Unwelcome Voices? Female-Led Initiatives, Performance, and the Bias-Mitigating Potential of Novelty. Presented at the 2019 Academy of Management Conference, Boston, MA.

- Also presented at the 2019 Strategic Management Society Special Conference, Las Vegas, NV.
 - **Nominated for Best Paper at SMS Conference (one of four papers nominated).**

Bass, AE, Pfarrer, M, Milosevic, I, Titus, VK. Better to Be Loved By Some? Flaunting as a Buffering Tactic Ahead of Negative Events. Presented at the 2019 Academy of Management Conference, Boston, MA.

- Also presented at the 2016 Strategic Management Society Annual Conference, Berlin, Germany.

Bass, AE, Titus, VK. Entrepreneurial identity intersections: Coalescence, conflict, evolution, and detachment. Co-organizer for Presenter Symposium at the 2018 Academy of Management Meeting. Entrepreneurship, Managerial and Organizational Cognition, and Strategizing Activities and Practices Divisions, Chicago, IL.

Titus, VK, O'Brien, J, Aumueller, C, Parker, O. Gender bias in the evaluation of entrepreneurial ventures. Presented at the 2018 Academy of Management Meeting. Entrepreneurship Division, Chicago, IL.

- Also presented at the 2017 Babson College Entrepreneurship Research Conference, University of Oklahoma, Norman, OK.

Bass, AE, Titus, VK, Milosevic, I, Leavitt, K. You say hero, I say martyr: Identity conflict within entrepreneurs. Presented at the 2018 Babson College Entrepreneurship Research Conference, Waterford, Ireland.

Parker, ON, Mui, R., Titus, V. Does profitability matter? How intermediate objectives & strategic focus influence search behavior. Presented at the 2017 Academy of Management Meeting. Organization and Management Theory Division, Atlanta, GA.

Titus, VK, Tuggle CS, Carnes, C. Rude awakening: The influence of an environmental jolt on corporate venturing activity. Presented at the 2017 Babson College Entrepreneurship Research Conference, University of Oklahoma, Norman, OK.

- Also presented at the 2016 Strategic Management Society Annual Conference, Berlin, Germany.

Titus, VK, Pieper, J Welbourne, TM. Paving the way to post initial public offering (IPO) performance: Human resource growth orientation. ***Selected for Best Paper Proceedings.*** Presented at the 2016 Academy of Management Meeting. Human Resources Division, Anaheim, CA.

- **Finalist for the 2016 HR Division's Best Convention Paper Award**

Titus, VK, Parker, ON, Bass, AE. Disentangling exploitation: The role of negative media coverage on different forms of local search. Presented at the 2016 Academy of Management Meeting. Business Policy and Strategy Division, Anaheim, CA.

Bass, AE, Titus, VK, Parker, ON Bad news: How negative media coverage drives resource investment, and the buffering effects of size and aspiration-relative performance. Presented at the 2015 Strategic Management Society Conference, Denver, CO.

Titus, VK, Parker, ON, Covin, JG. Do aspirations influence commitment to external venturing? A behavioral theory approach. Presented at the 2015 Academy of Management Meeting, Business Policy and Strategy Division, Vancouver, BC, Canada.

- Also presented at the 2015 Babson College Entrepreneurship Research Conference, Babson College, Natick, MA.
 - ***Selected for Frontiers of Entrepreneurship Research.***

Titus, VK, Anderson, BS, Fund. Boundary conditions on the corporate venture capital–firm value relationship. Presented at the 2014 Academy of Management Meeting, Business Policy and Strategy Division, Philadelphia, PA.

- Also presented at the 2014 Babson College Entrepreneurship Research Conference, Western University, London, Ontario.
- Also presented Presented at the 2014 Strategic Management Society Special Conference, Tel Aviv, Israel.

Parker, ON, Titus, VK, Semadeni, M. Unpleasant surprise: How strategic noise mitigates the hazard of “reputation surprise”. Presented at the 2014 Academy of Management Meeting, Technology and Innovation Management Division, Philadelphia, PA.

Titus, VK, House, JM, Covin, JG. Resource stocks and needs as drivers of external corporate venturing. Presented at the 2014 Academy of Management Meeting, Entrepreneurship Division, Philadelphia, PA.

Titus, VK, McDougall-Covin, P., and Slevin, DP. Utilizing strategy formation mode and strategic learning to traverse various landscapes. 2010 Academy of Management Meeting, Business Policy and Strategy Division, Montreal, Canada.

Titus, VK, Covin, JG, and Slevin, DP. Aligning strategy formation mode, forecasting, and long-range objective setting in pursuit of firm growth. 2009 Academy of Management Meeting, Business Policy and Strategy Division, Chicago, IL.

Mueller, BA, Titus, VK, Covin, JG, and Slevin, DP. Pioneering orientation and firm growth: Knowing when and to what degree pioneering makes sense. ***Selected for Best Paper Proceedings***. 2009 Academy of Management Meeting, Entrepreneurship Division, Chicago, IL.

COURSES TAUGHT

MGNT 421: Initiating and Managing Entrepreneurial Growth
College of Business, University of Nebraska – Lincoln

ENTR 822: Managing Growth and Change
College of Business, University of Nebraska – Lincoln

MNGT 398: Special Topics on Entrepreneurial Creativity
College of Business, University of Nebraska - Lincoln

MGNT 994: Doctoral Seminar in Entrepreneurship
College of Business, University of Nebraska – Lincoln

MGNT 321: Entrepreneurship and Innovation in Organizations
College of Business, University of Nebraska – Lincoln

BUS-W212: Explore Entrepreneurship
Kelley School of Business, Indiana University

AWARDS AND NOMINATIONS

Recipient of the Distinguished Scholar Research Award for the

2022

UNL College of Business

Nebraska Governance and Technology Center Resident Fellow	2020 - 2022
Recipient of Certificate of Recognition for Contributions to Students from the UNL Teaching Council and Parents Association	2014, 2015, 2016
Distinguished Reviewer Award, Entrepreneurship Division, Academy of Management Annual Meeting, Philadelphia, PA	2014
Nominated for the Distinguished Teaching Award for the UNL College of Business	2015, 2021
Recipient of the Panschar Undergraduate Teaching Award for Associate Instructors, IU Kelley School of Business	2011

TEACHING AND PROFESSIONAL DEVELOPMENT

Summer Institute of Online Teaching, Participant	2020
Peer Review of Teaching Project, Participant	2013-2014

ACADEMIC AND PROFESSIONAL SERVICE

Reviewing

Editorial Review Board Member: <i>Journal of Business Venturing</i>	2018 – Present
Editorial Review Board Member: <i>Entrepreneurship Theory & Practice</i>	2022 – Present
Editorial Review Board Member: <i>Journal of Management</i>	2023 – Present
Ad hoc reviewer, <i>Academy of Management Review</i>	2022; 2024
Ad hoc reviewer, <i>Academy of Management Journal</i>	2020 – Present
Ad hoc reviewer, <i>Strategic Management Journal</i>	2017 – Present
Ad hoc reviewer, <i>Strategic Entrepreneurship Journal</i>	2015 – Present
Ad hoc reviewer, <i>Journal of Management</i>	2016 – 2023
Ad hoc reviewer, <i>Journal of Management Studies</i>	2016 – Present
Ad hoc reviewer, <i>Entrepreneurship Theory & Practice</i>	2016 – 2022
Ad hoc reviewer, <i>Organization Studies</i>	2020
Ad hoc reviewer, <i>Research Policy</i>	2019
Ad hoc reviewer, <i>Journal of Business Research</i>	2016 – 2021
Ad hoc reviewer, <i>Journal of Business Venturing</i>	2009 – 2018
Ad hoc reviewer, <i>Academy of Management Learning & Education</i>	2017
Ad hoc reviewer, <i>Long Range Planning</i>	2014 – 2016
Ad hoc reviewer, <i>Journal of Product Innovation Management</i>	2011
Reviewer, Babson Entrepreneurship Research Conference	2016 – Present
Reviewer, Strategic Management Society Conference	2018 – Present
Reviewer, Academy of Management Conference	2009 – Present

Academy of Management

Discussion Facilitator for New Member Meeting (ENTR)	2016
Panelist for Asian Americans in Business Academia (STR/OMT)	2021

College/Department

University of Nebraska – Lincoln:

CoB Core Curriculum Redesign Committee member	2023
CoB General Committee	2021 - 2022
CoB Strategic Planning – Research and Discovery Committee	2021
Chair, Graduate Committee in Management	2020 - Present
Department of Management Faculty Search Committee	2014 – 2015; 2017 – 2019
Department of Management's PhD Committee	2019 – Present

Department of Management's PhD Recruitment	2013-2015, 2017
Graduate Dissertation Committees	
<ul style="list-style-type: none"> • External committee member: John Lee – UNL Philosophy Department • External committee member: Ravi Agarwal – UNL Marketing Department • External committee member: Spencer Fraseur – University of Texas at Arlington • External committee member: John Paul Del Rosario – UNL Philosophy Department • Chair: Jeff Cavanaugh, doctoral candidate in Management. • Co-chair: Diego Villalpando, doctoral candidate in Management. • Chair: Izuchukwu Mbaraonye, now an Assistant Professor at University of Missouri – Kansas City. • Committee Member: Cameron Borgholthaus, now an Assistant Professor at University of Wyoming • Committee Member: Dapeng Cheng. 	
Undergraduate Honors Thesis Advisor for four students	2018 - 2022
UCARE Undergraduate Research Mentor	2016-2017
UNL Business Honors Academy Book Lab Discussion Facilitator	2018-2019
Center for Entrepreneurship Director Search Committee	2016
Engler Agribusiness Business Plan Presentation Judge	2017
Take a Parent to Lunch, New Student Enrollment	Summer 2016

AFFILIATIONS

Academy of Management	2008 - Present
Strategic Management Society	2014 - 2021

REFERENCES

Available upon request